Listing of Claims

1 (Previously Amended):   In a computer-based device, a method for formatting a document for presentation on a display of the computer-based device, wherein format of the document is controlled by a plurality of formatting variables, the method comprising steps of:
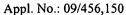
receiving user data specifying a value for at least one user-modifiable formatting variable of the plurality of formatting variables; and

modifying at least a portion of the plurality of formatting variables based upon the user data and based upon optimized readability formatting values corresponding to the portion of the plurality of formatting variables.

2 (Original):   The method of claim 1, further comprising steps of:

formatting the document in accordance with the modified formatting variables; and providing the document for presentation on the display.

3 (Original):   A computer-readable medium having stored thereon computer-executable instructions for performing the steps of claim 2.

4 (Currently Amended):   The method of claim 1, wherein the value specified by the user data for any one of the at least one user-modifiable variable comprises any one of a predetermined set of variable values.

5 (Original):   The method of claim 1, wherein the at least one user-modifiable formatting variable comprises a font reference variable.

6 (Currently Amended):   The method of claim 5, wherein the value specified by the user data for the font reference variable comprises either of a large font value and a small font value.

2

7 (Original): The method of claim 1, wherein the at least one user-modifiable formatting variable comprises a display form factor variable.

8 (Original): The method of claim 1, wherein the plurality of formatting variables comprises any of a font size variable, a font face variable, a serif variable, a headings variable, a leading variable, a line length variable, a left margin variable, a right margin variable, a top margin variable, a bottom margin variable, an indents variable, a hyphenation variable, a justification variable and a language variable.

9 (Previously Amended): The method of claim 8, wherein a value for the font size variable included in the optimized readability formatting values comprises any value within a range of 10 to 18 points.

10 (Previously Amended): The method of claim 8, wherein the font face variable included in the optimized readability formatting values specifies either of a sans serif font or a serif font.
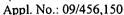
11 (Previously Amended): The method of claim 8, wherein a value for the leading variable included in the optimized readability formatting values comprises any value within a range of 10 to 20 percent.

12 (Previously Amended): An apparatus comprising:

    a processor;

    a display coupled to the processor;

    a user interface selection device coupled to the processor; and

    a storage device, coupled to the processor, comprising instructions, executable by the processor, for performing steps of:

        receiving user data, via the user interface selection device, specifying a value for

at least one user-modifiable formatting variable of a plurality of formatting variables used to control format of a document for display; and

modifying at least a portion of the plurality of formatting variables based upon the user data and based upon optimized readability formatting values corresponding to the portion of the plurality of formatting variables.

13 (Original): The apparatus of claim 12, the storage device further comprising instructions for performing steps of:

formatting the document in accordance with the modified formatting variables; and

providing the document for presentation on the display.

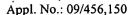14 (Original): A handheld display device comprising the apparatus of claim 13.

15 (Original): A desktop display device comprising the apparatus of claim 13.

16 (Previously Amended): The apparatus of claim 12, wherein the value specified by the user data for any one of the at least one user-modifiable variable comprises any one of a predetermined set of variable values.

17 (Original): The apparatus of claim 12, wherein the at least one user-modifiable formatting variable comprises a font reference variable.

18 (Previously Amended): The apparatus of claim 17, wherein the value specified by the user data for the font reference variable comprises either of a large font value and a small font value.

19 (Original): The apparatus of claim 12, wherein the plurality of formatting variables comprises any of a font size variable, a font face variable, a serif variable, a headings variable, a leading variable, a line length variable, a left margin variable, a right margin variable, a top margin variable, a bottom margin variable, an indents variable, a hyphenation variable, a justification

variable and a language variable.

20 (Previously Amended): The apparatus of claim 19, wherein a value for the font size variable included in the optimized readability formatting values comprises any value within a range of 10 to 18 points.

21 (Previously Amended): The apparatus of claim 19, wherein the font face variable included in the optimized readability formatting values specify either of a sans serif font or a serif font.

22 (Previously Amended): The apparatus of claim 19, wherein a value for the leading variable included in the optimized readability formatting values comprises any value within a range of 10 to 20 percent.

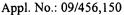23 (Previously Amended): An apparatus comprising:

a processor;

a display coupled to the processor; and

a storage device, coupled to the processor, comprising instructions, executable by the processor, for performing steps of:

receiving a value of a display form factor variable indicative of display characteristics of the display; and

modifying at least a portion of a plurality of formatting variables used to control format of a document for display based upon the value of the display form factor variable and based upon optimized readability formatting values corresponding to the portion of the plurality of formatting variables.

24 (Original): The apparatus of claim 23, the storage device further comprising instructions for performing steps of:

formatting the document in accordance with the modified formatting variables; and

providing the document for presentation on the display.

25 (Original): A handheld display device comprising the apparatus of claim 24.

26 (Original): A desktop display device comprising the apparatus of claim 24.

27 (Original): The apparatus of claim 23, wherein the value of the display form factor variable

indicates a resolution of the display.

28 (Original) The apparatus of claim 23, wherein the plurality of formatting variables comprises

any of a font size variable, a font face variable, a serif variable, a headings variable, a leading

variable, a line length variable, a left margin variable, a right margin variable, a top margin

variable, a bottom margin variable, an indents variable, a hyphenation variable, a justification

variable and a language variable.

29 (Previously Amended): The apparatus of claim 28, wherein a value for the font size

variable included in the optimized readability formatting values comprises any value within a

range of 10 to 18 points.

30 (Previously Amended): The apparatus of claim 28, wherein the font face variable included

in the optimized readability formatting values specifies either of a sans serif font or a serif font.

31 (Previously Amended): The apparatus of claim 28, wherein a value for the leading variable

included in the optimized readability formatting values comprises any value within a range of 10

to 20 percent.

32 (Previously Amended): A computer-readable medium having stored thereon a data

structure comprising:

a plurality of formatting variables for use in formatting a document for display via a

computer-based display, the plurality of formatting variables comprising at least one user-modifiable formatting variable; and

optimized formatting values corresponding to at least a portion of the plurality of formatting variables,

wherein the portion of the plurality of formatting variables is modified responsive to user data specified for the at least one user-modifiable formatting variable and based upon the optimized readability formatting values.